



News Release

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Mayor Loveridge Announces Free Movie Tickets for Riversiders

RIVERSIDE, Calif.: Round up the kids and go to the UltraStar Cinemas in Riverside to see a free movie as part of a recently announced G-rated Family Film Program. Riverside Mayor Ron Loveridge has partnered with UltraStar Cinemas to provide free tickets to family friendly G-rated films which run every Saturday and Sunday throughout the Fall at 10:30 am at the UltraStar Cinemas in the University Village Center.

Riverside residents can pick up a maximum of 4 free passes, (each pass is valid for 2 admissions to a Kidtoon film, a \$2.50 value per person), at the Concierge Desk in City Hall, or at any Riverside branch library. The tickets are available on a first come-first served basis and can be used anytime during the duration of the program, which debuts on Saturday, September 5 with *Thomas & Friends: Hero of the Rails*. Subsequent months will feature different films.

"In view of our region's difficult economic circumstances, I am proud to partner with UltraStar Cinemas to offer free tickets as a way for families to enjoy this fun, safe entertainment option," said Riverside Mayor Ron Loveridge. "As the City of Arts & Innovation, and recently recognized by the national organization Kaboom as a 'Playful City USA,' Riverside officials are constantly searching to provide residents with opportunities for fun and affordable entertainment."

Alan Grossberg, an executive at UltraStar Theaters explains, "While there are 40 million kids under the age of 12 nationwide, only 3% of theatrical films are G-rated. The Family Film Program will bring in G-Rated films on a monthly basis to fill the growing need for parents to provide a safe, fun entertainment option."

Additional information about the Kidtoon Films can be found at www.ultrastarmovies.com/kidtoons.asp. Riverside's City Hall is located at 3900 Main Street, Riverside, CA, 92522, and the location of branch libraries can be viewed at www.riversideca.gov/library

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